

Executive Committee for Highway Safety
Keeping Drivers Alert
Working Group Meeting Minutes – Mtg. #15
April 13, 2006

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

Tom Crosby	Arthur Goodwin	Don Ferrier	Katy Jones
Delisa Davis	Daniel Schismenos	Jessica Jones	Jane Stutts

Scribe:

Katy Jones

Minutes:

- The meeting began at approximately 10:05 a.m.

Task I – Finalization of Campaign

Katy Jones gave a brief overview of the GHSP concept statement drafted for the teen distracted driving campaign (See enclosed). The main component to the strategy includes the development of a peer-to-peer educational program that includes the voice of North Carolina teens.

The recently launched Drive to Live campaign was discussed as a possible partner or collaborator with the KDA's campaign. This campaign includes heightened awareness coupled with law enforcement presence, primarily State Highway Patrol, in the schools. Katy will investigate further into that possibility and talk with Sgt. Everett Clendenin about this.

Based on the committee's feedback, Katy will add a brief list of major responsibilities for the program and the coordinated agency responsible for that responsibility.

Task II – Discussion of Drowsy Driving Strategy

The group discussed the initial drowsy driving strategy and agreed to revisit the original document and provide updates/edits. The most recent version of this strategy will be distributed to the group for further discussion and updates.

Task III – Update on DMV manual

Don Ferrier provided an update on the group's strategy to include additional text on drowsy and distracted driving in the DMV's Driver Handbook. The DMV will support adding the text into the manual for the next reprint, which is currently scheduled for May 2007. The Spanish-language version could be printed sooner and would include the new text at that time.

There are additional legislative items pending that could have an affect or push up the scheduled printing of the handbook, including a cell phone use restriction for young drivers with a provisional license. The manual may also be put online, making future changes and updates much easier.

Task IV – UNC Pedestrian Safety Video

Tom Crosby discussed the development of a pedestrian safety video coordinated in conjunction with Delisa Davis and Katy Jones at HSRC. The video will be used in conjunction with an educational class for students who have been ticketed for pedestrian violations on campus.

Reminders

Party Responsible	Task to be completed
Jane	<ul style="list-style-type: none">▪ Supply Katy with copy of “Change Drivers” campaign materials and links to university-based anti-drowsy driving groups
Tom	<ul style="list-style-type: none">▪ Supply Katy with copy of pending cell phone and young driver legislation
Katy	<ul style="list-style-type: none">▪ Further investigate partnership with State Highway Patrol on KDA teen driver campaign▪ Finalize and submit GHSP concept statement▪ Distribute Drowsy Driving strategy, additional information and links discussed to KDA members

NEXT MEETING: XXXXX, May X, 2006, 10-12 at HSRC

